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Town & Country Products

1072 WEST SIDE AVE.
JERSEY CITY 6, N. J.



Confidential Spring Price List 1952

GUARANTEED SALES PLAN

All unsold seeds returnable freight prepaid by you for credit at end of season 1952. We will repurchase all seeds at full billing value for CASH immediately upon receipt of returns.

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☆ JAN 31 1952 ☆

U. S. Department of Agriculture

CULTIVATED GREEN PRIDE GRASS SEED

In lots of	5 bales	10/5 #	Cotton bags	Bag:	Bale:	Total:
" " "	10	"	"	\$1.40	\$14.00	\$ 70.00
" " "	25	"	"	\$1.35	\$13.50	\$ 135.00
" " "	50	"	"	\$1.30	\$13.00	\$ 325.00
" " "	100	"	"	\$1.25	\$12.50	\$ 625.00
" " "	" and more	"	"	\$1.20	\$12.00	\$1,200.00

NATIONALLY RECOMMENDED RETAIL SELLING PRICE \$1.89 p. 5-lb. bag

Guaranteed Analysis: 28.00% English Perennial Rye Grass, 29.00% Domestic Rye Grass, 28.50% Timothy, 9.50% Mead. Fescue, .95% White Clover.

Advertising Material: Two window streamers to each bale of 10/5 # bag.

GREEN PRIDE WHITE CLOVER

24/6 oz. canisters @ .35c case \$8.40

White Clover is packed in attractive Metal Shaker Top canisters.

NATIONALLY RECOMMENDED RETAIL SELLING PRICE 59 cents p. canister

TERMS: 2% 10 days, or net as sold. All prices delivered destination.

DELIVERIES: On or about March 1st, 1952, or sooner if wanted.

OUR REFERENCES: Corn Exchange Bank, New York City. Hudson County National Bank, Jersey City, N. J. Customers' references available upon request.

Tear here

ORDER BLANK

Tear here

Town & Country Products
1072 West Side Avenue
Jersey City, N. J.

Gentlemen:

Please enter our order under your GUARANTEED SALES PLAN FOR:

..... bales of 10/5 # bags of CULTIVATED GREEN PRIDE GRASS SEED at: \$..... per bale.

..... cases of 24/6 Oz. canisters of GREEN PRIDE WHITE CLOVER at: \$..... per case.

All prices delivered destination.

Delivery March 1st, 1952, or

Bill to:

Street City State

Ship to:

Street City State

Dept. Your Order # Buyer's Signature

Remarks

.....

.....

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Town & Country Products

1072 WEST SIDE AVE.

JERSEY CITY 6, NEW JERSEY

Telephone: HEnderson 5-6935

January 10, 1952

"LET'S TALK GRASS SEED"

Gentlemen:

With inventory time well behind you we trust that 1951 proved to be all that you expected it to be.

Any operation involving long range seasonal planning will at times result in being overstocked as well as tie-up operational capital.

These are the risks of doing business under our free enterprise system, and profits realized are business justifiable rewards.

Let us talk about profits.

In 1950 we were privileged to acquire 485 new accounts of which we lost but 15 the following year. During our operation in 1951 the 470 active accounts increased their sales of CULTIVATED GREEN PRIDE GRASS SEED at the average of over 120 per cent. Under our GUARANTEED SALES PLAN we re-purchased but 4 per cent of the total amount of seeds shipped by us. In other words, 96 per cent of our shipments resulted in profitable sales to everybody concerned. An enviable record indeed!

Today we are enclosing for your inspection our attractively printed 5 lb. cotton bag. Our GUARANTEED SALES PLAN and order blank for spring delivery of March 1, 1952 is attached.

We are not trying to rush the season but Spring is but a few weeks away, and to serve you promptly we must have your valuable order now.

Very truly yours,

TOWN AND COUNTRY PRODUCTS

H. V. Henningsen
H. V. Henningsen

HVH:yr

Seed Merchants Since 1882

